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ATTENTION WIC VENDORS!

IMPORTANT REMINDER

As previously announced in Vendor Bulletin 2012-01 on April 11, 2012, WIC reimbursement rates for 1-4 register stores and A50 stores will change significantly. These changes become effective May 25, 2012.

- Beginning May 21, 2012 the revised Maximum Allowable Department Reimbursement (MADRs) can be viewed by accessing the Vendor WIC Information Exchange (VWIX) website at <https://vwix.ca.gov>.
 - Please review the revised rates and adjust your prices if necessary.
 - The MADR is not intended to be the amount reimbursed for each FI. Rather, it is to account for varying prices and participant choice of food items selected within each FI. The actual amount reimbursed is to remain competitively priced and should not reach the maximum.
- Any WIC Food Instrument (FI) that exceeds the MADR will be returned unpaid and each FI will incur returned check charges from your banking institution.**
- We encourage you to submit your FIs in a timely manner so that payment can be processed.
 - The new rates will be applied to all FI serial numbers that are successfully entered into VWIX as of the morning of May 25, 2012, regardless of the date the FI was issued to the participant or used by the participant at your store. Therefore, it is important to process all FIs immediately to ensure appropriate reimbursement.
- Should you determine you no longer want to be a WIC authorized vendor, you are required to notify us in writing and cancel your vendor agreement.
 - Please send your notification to: WICVendorInfo@cdph.ca.gov.
 - As a courtesy to customers, please post a notification at your store entrance indicating that you are no longer WIC authorized and cannot accept WIC FIs.

Sample MADR changes:

Food Item	Previous MADR	New MADR
1011 – Formula, 4 cans, powder	\$124	\$77
6001 – 1 G + 1 QT milk, eggs, cheese, beans/peanut butter	\$26	\$16
6002 – milk, grains, 128 oz. juice	\$28	\$15

If you have questions about these changes, please contact your Vendor Analyst at (916) 928-8705 or (855) 942-7867.



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